



NEWS

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CHP ANTI-DUI CAMPAIGNS HELP SAVE 323 LIVES

SACRAMENTO – The California Highway Patrol has concluded an educational effort called “Don’t Get Behind the Wheel – Designate a Sober Driver,” an extensive endeavor to reduce fatalities caused by impaired driving. Funding for this grant was provided by the California Office of Traffic Safety through the Business, Transportation and Housing Agency.

This project accomplished its goals by carrying out a diverse statewide public awareness campaign about the dangers of driving-under-the influence of alcohol or drugs. Approximately 1,700 presentations were made by uniformed officers reaching over 9,000,000 people at a variety of venues including amateur and professional sporting events, colleges and universities, military installations, fairs and cultural events and radio stations. Educational and promotional materials were distributed with the presentations promoting the choice of using of a designated driver.

In combination with existing CHP anti-DUI projects, one overall goal of the grant was to reduce statewide fatal DUI driver-at-fault collisions by 1.5 percent as compared to calendar year 2001 totals. This goal was achieved and exceeded with significant reductions of 18 percent for 2004 and 14.9 percent for 2005. This translates into 323 fewer lives lost on California highways. Statistical information is being compiled for 2006, but provisional numbers indicate a similar percentage reduction.

“This is what the CHP is all about – saving lives. We hope this will lead to even greater success in the future,” said CHP Commissioner Mike Brown.

CHP will continue its ongoing efforts to reduce DUI fatalities and injuries in 2007. CHP urges motorists not to drink and drive, but designate a sober driver. *“Don’t Hesitate to Designate.”*

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